

ABSTRACT

Bandung is one of the tourist city both from domestic and international, in line with the development of hotel one of them Hotel Antik. The high intensity of competition and consumer needs then Antik Hotel to improve service. The increase is done to provide convenience for consumers. In addition, the company is also trying to maximize the security of the hotel, which will culminate in the motivation to visit the Hotel Antik.

The method used is descriptive verification research by using quantitative approach. Nonprobability sampling method with purposive sampling technique using Bernoulli formula with the number of respondents is 100.

Based on the results of descriptive analysis known that the responses of respondents to the comfort of the Hotel Antik service of 81.56%, 84.88% security, and visiting motivation of 80.9%. The result of F test is obtained from F count is 27,724 > F table 3,090, so it can be concluded that H0 is rejected and H1 accepted, meaning there is a significant relation between comfort and security to visit motivation. Meanwhile, the T test results (0.05 > 0,000) which means that H0 is rejected and H1 accepted, which means there is a significant influence between comfort and security of visiting motivation. R square result that is equal to 0,364 or 36,4%, which means influence of comfort and security variable have weak effect to visit motivation variable.

Keywords: Comfort, Security and visiting motivation